

culture Ministry), and the tobacco industry. Their positions range from an enthusiastic acceptance (EU Commission, anti-tobacco lobbyists), through an acceptance with caveats (Polish citizens, Polish media, Polish Health Ministry), a rejection with caveats (Polish Agriculture Ministry), to a complete rejection (pro-tobacco lobby, tobacco industry).

**Conclusion:** The findings will help to appraise the strengths of the anti- and pro-tobacco camps in Poland, assess the level of collusion between the Polish government and the tobacco lobby, and to evaluate the extent to which the proposed ban would constitute a step towards the tobacco endgame in Europe. Given the interest tobacco companies demonstrated in using FaSCs to entice women to smoke, they will be also of relevance to Asian countries with presently low female smoking rates.

## POSTER PRESENTATIONS

### Making the case to Finance Ministers (the economics of tobacco control)

#### PP025

#### TOBACCO EXCISE POLICY IN INDONESIA: BRINGING THE HEALTH OBJECTIVES BACK IN

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**Background:** Smoking prevalence in Indonesia is increasing recently. Smoking prevalence among adults in Indonesia jumped from 27% in 1995 to 34.7% in 2010. For the same period the smoking prevalence for men increased from 53% to 66% while for women increased from 1.7% to 4.2%. Tobacco tax is considered to be the most effective instrument to control its consumption.

**Objective:** To describe tobacco excise tax system in Indonesia and to assess the effectiveness of tobacco excise policy in term of tobacco control

**Method:** Policy analysis of the ministry of finance regulation about the tobacco excise tariff in 2009–2012.

**Result:** According to law No. 39 year 2007 about excise the objectives of excise policy is to control its consumption. This law also stated that the maximum excise tariff is 57% of the retail price which is lower than recommended by WHO, 2/3 (67%) of retail price. During the 2009–2012 period, average tobacco excise tariff has increased from 38% in 2009 to be 54% in 2012. The tiers of excise tariffs also reduced from 25 tiers in 2009 to be 20 tiers in 2012. Tobacco excise system in Indonesia has failed to increase the cheapest price of cigarette from 2008 to 2012. Tobacco excise system in Indonesia is complicated that create wide gap between the cheapest and the most expensive price cigarette. **Conclusion:** Tobacco excise in Indonesia must be increased substantially to control its consumption. In addition, tobacco excise system in Indonesia must be simplified to maximize the health benefit of increasing tobacco excise.

### Alternative livelihoods for tobacco farmers and retailers

#### PP037

#### AGRO-ECOTOURISM: AN UNDEREXPLORED DEVELOPMENT ALTERNATIVE FOR TOBACCO FARMERS IN BOLIVIA

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**Background:** Mairana Valley in Santa Cruz, Bolivia, produces 14 of the 20 main country's food agricultural products and is the country's dominant tobacco growing area. Tobacco farm families suffer green tobacco sickness, child labor exploitation and their quality of life is threatened by weed-burning for field preparation, tobacco-related deforestation, soil desertification and agro-chemical poisoning. In the quest to increase food sovereignty and reduce reliance on tobacco growing, agro-ecotourism represents a potential remedy. Amboro's National Park and Samaipata ruins are local natural touristic attractions. Organic/ecological farming is an emerging tourist attraction and an economically viable alternative for tobacco farming. Researchers and advocates focused on alternative livelihoods for tobacco farmers are beginning to explore agro-ecotourism as a solution to tobacco-related poverty and debt. This presentation urges greater attention to healthy child, family development and sustainable employment opportunities with low environmental impact

**Objective:** To analyze and compare costs and profits of agro-ecotourism and tobacco farming

To assess organic-ecological agriculture as an alternative livelihood for tobacco farm families

To promote sustainable agriculture and tourism with low environmental impact

**Method:** Case study comparing economic and ethnographic data of farmer's households and bibliographic review

**Result:** 700 families farm tobacco in Mairana, with average family of 5 members. In most cases farmers with little or no access to capital or nongovernmental support for farming are driven to cultivate tobacco. Tobacco farming annual cost is US\$ 4,800 per 2 hectares. In the best-case scenario, annual profits reach US\$ 800 but farmers could end up with a US\$ 1,800 debt or more due to tobacco

industry price degradation and income eroding arrangements in favor of land owners. This debt increases with industry's annual loans of US\$ 870, a common practice.

In contrast, with an investment of US\$ 6,000 for land and infrastructure for agro-ecotourism, a farm family could reach net profits between US\$1,800 and 3600 per year per 2 hectares, at the first year of implementation, with monthly salary between US\$380 and 530.

**Conclusion:** Ecological/organic crops of a variety of vegetables and fruits are sources of healthy jobs and food for farm families, giving significant profitability at short and long term, providing options to exit tobacco farming improving income and life quality.

#### PP043

#### HEALTH AND LIVELIHOOD PARADOX: UNDERSTANDING LIVELIHOOD AND POVERTY SITUATION OF TOBACCO WORKERS

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**Background:** The structure of employment in tobacco industry is mainly informal in nature. Faced with several constraints, workers engaged in bidi industry and off farm activities, are in extremely vulnerable conditions due to subsistence income and inadequate social security measures. While tobacco control assumes significance, providing alternative livelihood to the workers becomes a major concern. Exploring alternative livelihood sources requires an understanding of the income, poverty and employment situation of the workers. The perception of the workers on health and poverty dynamics is critical.

**Objective:** 1) Examine the socio-economic status of the tobacco workers in beedi rolling and off-farm activities – curing and grading. 2) Assess the extent of employment and income earned in the manufacturing of beedis and off farm activities. 3) Identify the potential employment opportunities for the workers based upon their perceptions and preferences for alternative employment

**Method:** This study is based on primary survey done among the households involved in beedi rolling, grading and curing activities in Karimnagar and Prakasam districts of Andhra Pradesh. The two districts were selected due to relative higher occurrence of tobacco related activities. Around 1260 bidi rolling households and 1288 worker households engaged in off farm activities were randomly selected from the urban and rural areas. Focus group discussions and key informant interviews were conducted to examine their perception.

**Result:** More than 70 percent of the bidi rolling households belonged to the other backward castes, while the scheduled castes had a major share in the grading and curing activities. The bidi rolling households generate 26 percent of their annual income from bidi manufacturing and 41 percent of the annual working days of the family is derived from it. The grading households generate 24 percent and curing households generate 36 percent of their annual income from these activities. One fourth of the bidi rolling households are estimated to be staying below the poverty line and this is as high as 24 percent among the curing workers. Workers in the curing and grading activities complain of nausea, headache and skin problem. Most of them discourage their children to participate in such activities.

**Conclusion:** Sustained initiatives from the government and other actors could help workers shift to alternative vocations as majority of them are willing to shift due to persistent poverty and lack of social security.

#### PP046

#### TOBACCO TO NON-TOBACCO: DETERMINANTS AFFECTING THE CROPPING TRANSITION

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**Background:** The tobacco industry frequently argues that tobacco is a significant source of employment and livelihood. Economies, particularly of low-income households, will suffer greatly if strong tobacco control legislation is passed. However, considering the ill effects of tobacco on human, there are multiple attempts in different dimensions both from its supply and demand side to reduce its production and consumption. One of the dimensions is to consider alternate sources of crop to tobacco or identifying alternate sources of livelihood for the farmers involved in tobacco farming.

**Objective:** The aim of the study was to identify multiple determinants which govern the decision of growing tobacco crop or shifting from tobacco to an alternate crop. The study considers the feasibility of the transition from tobacco farming to non-tobacco farming, underlying different barriers and enablers to alternate farming of tobacco in India.

**Method:** The data of the study has been collected through a systematic literature search of database; Agris, Econlit, IBSS, Pubmed, web of Science; using search term as “tobacco farming”, “tobacco and alternate farming”, “tobacco crop”, “tobacco cultivation” and “tobacco farming”. Due to the paucity of data available, the study has considered both peer reviewed and non-peer reviewed literature from both published as well as grey literature.

**Result:** The tobacco cultivation trend in India shows that tobacco has replaced lands under fiber, coarse grains along with some cereals crops production and reversing the trend from tobacco to non-tobacco crops, would be highly complex and not a linear processes. The literature review suggests that the extent of irrigation, availability of labor, input subsidy related to fertilizer, tobacco